

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

LISTING OF CLAIMS:

1. (original) An internet advertising system comprising an advertiser's web server having service or good information, an advertising web server having advertising information of said advertiser's web server, a plurality of user terminals, and a network for connecting said advertiser's web server, said advertising web server and said user terminals together, said advertiser's web server allows an access request from each of said user terminals only if said access request passes through said advertising web server.

2. (original) The internet advertising system as defined in claim 1, wherein said advertiser's web server induces each of said user terminals to access through said advertising web server if said advertiser's web server receives an access request directly from said each of said user terminals.

3. (original) The internet advertising system as defined in claim 1, wherein said advertiser's web server rejects a direct access request from each of said user terminals.

4. (original) The internet advertising system as defined in claim 1, wherein said advertiser's web server allows an access request delivered from each of said user terminals if said access request is attached with an ID code.

5. (original) The internet advertising system as defined in claim 4, wherein said ID code is unique to said advertising web server.

6. (original) The internet advertising system as defined in claim 1, wherein said advertiser's web server allows only an access request linked with information provided from said advertising web server to each of said user terminals.

7. (new) An internet advertising system comprising:
a plurality of user terminals;
an advertiser's web server that provides a first web site that includes information about the advertiser's goods and/or services;
an advertising web server that provides a second web site that includes a link to said first web site, said advertising web server being arranged and adapted to append an identification code that is unique to said advertising web server to a request for access, via said link, to said first web site by one of said plurality of user terminals,

said advertiser's web server being arranged and adapted to evaluate a validity of said identification code and to provide to said one user terminal, in response to the request and when the identification code is valid, an address for said first web site that is useable for only one time by said one user terminal; and

 a network that connects said advertiser's web server, said advertising web server, and said plurality of user terminals to each other.

8. (new) The internet advertising system of claim 1, wherein said advertising web server is arranged and adapted to append an identification code that is unique to said advertising web server to the access request and wherein said advertiser's web server is arranged and adapted to evaluate a validity of said identification code and to provide, when said identification code is valid, an address for said advertiser's web server that is useable for only one time.